

LEO BURNETT U.S.A.  
A DIVISION OF LEO BURNETT INTERNATIONAL INC.

ADW119-D1 RICH M8629 "HERD OF THESE" PAGE 4/C B 3/4X11 1/4 SUNDAY SUPPLEMENTS, 1990  
Printed in U.S.A.

# HERD OF THESE?



**Full rich flavor, not full price.**

Available in Kings & Kings Lights.

Wh. suggested retail price.

SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.

Kings: 14 mg "tar", 1.1 mg nicotine - Kings Lights:  
11 mg "tar", 0.8 mg nicotine av. per cigarette by FTC method.

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